

ORDER



Orders
Order / Rev: 69665
Alt Order #:
Product Desc: RNC
Estimate: 3548
Flight Dates: 11/02/12 - 11/05/12
Original Date / Rev: 11/01/12 / 11/01/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: National Media Research Planning
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Republican National Committee
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	34	\$89,200.00	\$75,820.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	34	\$89,200.00	\$75,820.00	0.00
Totals	34	\$89,200.00	\$75,820.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	28%	\$89,200.00
Market	100%	\$318,571.43

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	72%	\$229,371.43
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	11/02/12	11/05/12	SEC Prime Game SEC Football Night Game	CM	Various	-----S-	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
N 2	WHP	11/02/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M--F--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
N 3	WHP	11/02/12	11/05/12	NFL RS Game Steelers NFL RS Game Steelers	CM	4:00 PM-7:00 PM (4:00 PM-7:00 PM)	-----S	:30	1	\$15,000.00	P-1	0.00	NM	1	\$15,000.00
N 4	WHP	11/02/12	11/05/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----11	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
N 5	WHP	11/02/12	11/05/12	Letterman Letterman	CM	1135p-1235a	M--F--	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
N 6	WHP	11/02/12	11/05/12		CM	6a-7a	M--F--	:30	4	\$400.00	P-1	0.00	NM	4	\$1,600.00

Order / Rev: 69665
Alt Order #:
Flight Dates: 11/02/12 - 11/05/12

Advertiser: Republican National Committee
Product Desc: RNC
Estimate: 3548

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F 6a-7a News CBS 21 News at 6a										
N 7	WHP	11/02/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5a-6a	M--F--	:30	4	\$200.00	P-1	0.00 NM	4	\$800.00
N 8	WHP	11/02/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M--F--	:30	2	\$1,500.00	P-1	0.00 NM	2	\$3,000.00
N 9	WHP	11/02/12	11/05/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$1,500.00	P-1	0.00 NM	1	\$1,500.00
N 10	WHP	11/02/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M--F--	:30	4	\$850.00	P-1	0.00 NM	4	\$3,400.00
N 11	WHP	11/02/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M--F--	:30	2	\$900.00	P-1	0.00 NM	2	\$1,800.00
N 12	WHP	11/02/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M--F--	:30	2	\$900.00	P-1	0.00 NM	2	\$1,800.00
N 13	WHP	11/02/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M--F--	:30	2	\$1,250.00	P-1	0.00 NM	2	\$2,500.00
N 14	WHP	11/02/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M--F--	:30	1	\$7,500.00	P-1	0.00 NM	1	\$7,500.00
N 15	WHP	11/02/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M--F--	:30	1	\$10,000.00	P-1	0.00 NM	1	\$10,000.00
N 16	WHP	11/02/12	11/05/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$1,800.00	P-1	0.00 NM	1	\$1,800.00
N 17	WHP	11/02/12	11/05/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$2,000.00	P-1	0.00 NM	1	\$2,000.00
N 18	WHP	11/02/12	11/05/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M-----	:30	1	\$15,000.00	P-1	0.00 NM	1	\$15,000.00
N 19	WHP	11/02/12	11/05/12	Mon Reg 1 Mon 8p-9p	CM	8p-9p	M-----	:30	1	\$12,000.00	P-1	0.00 NM	1	\$12,000.00
												Totals	34	\$89,200.00